



www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

<u>Contract / Revision</u> 566714 /		<u>Alt Order #</u> 09782645
<u>Product</u> OBAMA SKED C		
<u>Contract Dates</u> 08/11/12 - 08/17/12		<u>Estimate #</u> 1549
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	8	08/13/12	08/17/12	M-F 530a-6a	530a-6a		:30			NM	1	\$650.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				1	\$650.00			
N 2	8	08/13/12	08/17/12	M-F 6a-8a	6a-8a Rotator		:30			NM	4	\$4,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				4	\$1,200.00			
N 3	8	08/13/12	08/17/12	M-F 8a-9a	8a-9a News		:30			NM	4	\$4,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				4	\$1,200.00			
N 4	8	08/13/12	08/17/12	M-F 9a-10a	9a-10a		:30			NM	5	\$3,250.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				5	\$650.00			
N 5	8	08/11/12	08/11/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:30			NM	1	\$350.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$350.00			
N 6	8	08/12/12	08/12/12	Fox 8 News Su 8a-10a	Su 8a-10a		:30			NM	1	\$350.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$350.00			
N 7	8	08/12/12	08/12/12	Su 10a-11a	Su 10a-11a		:30			NM	1	\$350.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$350.00			
N 8	8	08/13/12	08/17/12	M-F 10a-11a	10a-11a		:30			NM	4	\$1,600.00
		NEW DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				4	\$400.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	8	08/13/12	08/17/12	M-F 11a-12p	11a-12p		:30			NM	2	\$650.00
		JUDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$325.00			
N 10	8	08/13/12	08/17/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	3	\$1,500.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$500.00			
N 11	8	08/13/12	08/17/12	M-F 1p-2p	1p-2p		:30			NM	2	\$650.00
		SWIFT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$325.00			
N 12	8	08/13/12	08/17/12	M-F 2p-3p	2p-3p		:30			NM	2	\$650.00
		DIVORCE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$325.00			
N 13	8	08/13/12	08/17/12	M-F 2p-3p	2p-3p		:30			NM	2	\$650.00
		ALEX										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$325.00			
N 14	8	08/13/12	08/17/12	M-F 3p-4p	3p-4p		:30			NM	2	\$900.00
		JOE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$450.00			
N 15	8	08/13/12	08/17/12	M-F 4p-5p	4p-5p		:30			NM	4	\$2,400.00
		JUDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				4	\$600.00			
N 16	8	08/13/12	08/17/12	M-F 5p-6p News	5p-6p News		:30			NM	5	\$5,500.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				5	\$1,100.00			
N 17	8	08/13/12	08/17/12	M-F 6p-7p News	6p-7p News		:30			NM	3	\$3,900.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$1,300.00			
N 18	8	08/13/12	08/17/12	M-F 5p-6p News	5p-6p News		:30			NM	2	\$2,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$1,100.00			
N 19	8	08/13/12	08/17/12	M-F 6p-7p News	6p-7p News		:30			NM	2	\$2,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$1,300.00			
N 20	8	08/13/12	08/17/12	M-F 7p-730p News	7p-730p News		:30			NM	1	\$1,300.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				1	\$1,300.00			
N 21	8	08/11/12	08/11/12	Sat Early News 6p-7p	6p-7p News		:30			NM	1	\$800.00
		NEWS										

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<u>Contract / Revision</u>	<u>Alt Order #</u>
566714 /	09782645

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/11/12 - 08/17/12	OBAMA SKED C	1549

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals SpotsAmount	
											1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$800.00			
N 22	8	08/12/12	08/12/12	Su 6p-7p	6p-7p News		:30			NM	1	\$900.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$900.00			
N 23	8	08/13/12	08/17/12	M-F 10p-1030p	10p-1030p		:30			NM	3	\$4,800.00
NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$1,600.00			
N 24	8	08/15/12	08/15/12	FOX Prime Wednesday 8-10p	8p-10p		:30			NM	1	\$3,500.00
SYTYCD												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$3,500.00			
Totals											57	\$49,050.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	57	\$49,050.00	\$41,692.50
<b>Totals</b>	<b>57</b>	<b>\$49,050.00</b>	<b>\$41,692.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR POLITICAL OFFICE  
Millennium Sales and Marketing-Washington, DC

Station: \_\_\_\_\_  
Date of Request: 1/17/12 Time: 3p  
Candidate: BARACK OBAMA Party: D  
Office Sought: PRESIDENT OF THE UNITED STATES  
Campaign: OBAMA FOR AMERICA  
Address: P.O. Box 803638  
City: CHICAGO State: IL Zip: 60680  
Officer Name: MARTIN NESBIT  
Title: TREASURER  
Phone: 312-698-367  
Inquiry Made By: DANIEL JESTER  
Of: GMMB  
On Behalf Of: \_\_\_\_\_  
Candidate Manager Committee Agency  
Check: ☒ \_\_\_\_\_  
Request Received By: RATES  
Millennium Sales & Marketing-DC  
Information Requested: POLITICAL RATES  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Information Supplied: AS REQUESTED  
\_\_\_\_\_  
\_\_\_\_\_  
Accepted By: To be filled in by station Date: \_\_\_\_\_ Time: \_\_\_\_\_  
Final Disposition: \_\_\_\_\_  
\_\_\_\_\_  
Payment Received: \_\_\_\_\_ Date: \_\_\_\_\_  
Copy Approved by: \_\_\_\_\_  
\_\_\_\_\_

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**I, Daniel Jesterbeing/on behalf of: Barack Obamaqualified candidate of the Democraticparty for the office of: President of the United Statesin the Primary & Generalelection to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

1/18/2012

Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

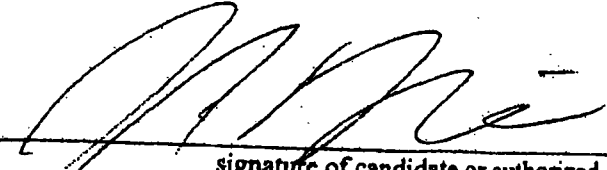
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

**GMMB**

WJW-TV 488

Check Date: 08/09/2012		Vendor: 0001013515 WJW-TV		Check No. 107620	
Project Name: Obama for America 2012 Media			Flight Dates: 8/11/2012 thru 8/17/2012		
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0018633708110817	08/09/2012	00186337	41,692.50	0.00	41,692.50
M			copy		
<b>Totals</b>			\$41,692.50	\$0.00	\$41,692.50

**GMMB**

1010 Wisconsin Avenue, NW  
 Suite 800  
 Washington, D.C. 20007  
 (202) 338-8700

JPMORGAN CHASE BANK, N.A.  
 Syracuse, NY  
 50-937/213

107620

Date

08/09/2012

Pay Amount

\$41,692.50\*\*\*

Pay \*\*\*\*FORTY-ONE THOUSAND SIX HUNDRED NINETY-TWO AND 50 / 100 DOLLAR\*\*\*\*

To The  
Order Of

WJW-TV  
 5800 South Marginal Road  
 Cleveland, OH 44113

|||||

*[Signature]*  
*[Signature]*

Authorized Signature